Outline of Instruction

Division: Humanities                      Area: English
Course Number: 102                     Course Name: Business Writing
Prerequisites: English 101 or English 151
Corequisite: NONE
Hours Required: Class: 45   Lab: 0   Credits: 3

Course Description/Purpose

This course emphasizes communication skills for business and technical careers. Special emphases include preparing a resume, oral briefing and practicing skills for effective job interviews. Students will also develop skills in writing all types of business letters and reports.

Major Units

- Writing memoranda
- Preparing a resume
- Writing business letters
- Integrating research
- Writing a research paper
- Staging employment interviews
- Participating in small-group communications

Educational/Course Outcomes

Student learning will be assessed by a variety of methods, including, but not limited to, quizzes and tests, journals, essays, papers, projects, laboratory/clinical exercises and examinations, presentations, simulations, portfolios, homework assignments, and instructor observations.

Cognitive

Each student will be expected to Identify/Recognize . . .

- essential rules of grammar and punctuation
- effective strategies for doing research and evaluating sources
- proper format for note-taking and outlining
- proper format for MLA documentation
- proper format for writing memoranda, reports, and business letters
• proper formats for resumes and cover letters
• effective strategies for revising and editing
• effective strategies in preparing for job interviews
• effective strategies for managing job interviews
• effective strategies in planning for meetings
• effective strategies for participating in meetings

Performance

Each student will be expected to Demonstrate/Practice...

• the ability to write at least one capstone project (2,000+ words) or various shorter assignments, combining research, documentation, and composition skills and demonstrating evaluation and synthesis according to an assigned format
• the ability to write persuasive memoranda, business letters, and a resume
• the ability to role-play effective interviewer and interviewee strategies for seeking employment
• the ability to plan and participate in group work by initiating and managing a problem-solving discussion in which all participants provide effective input

Attitudinal

Each student will be expected to Believe/Feel/Think...

• evaluating and synthesizing research can help to provide a useful opportunity for problem solving in the business field
• effective formats and protocol provide an opportunity for persuasive communication
• practicing effective job search techniques can provide an opportunity to gain confidence in persuasive writing and speaking
• participating in collaborative projects can improve decision making skills and provide an opportunity to gain confidence in verbal and nonverbal communication

JEL/pf—6/04